

## Message Text

UNCLASSIFIED

PAGE 01 GUATEM 02281 181608Z  
ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 TRSE-00 SS-15 AID-05  
SP-02 STR-07 CIAE-00 INR-10 NSAE-00 L-03 AGRE-00  
/065 W

-----060134 191515Z /41

R 181439Z APR 78  
FM AMEMBASSY GUATEMALA  
TO SECSTATE WASHDC 9948

UNCLAS GUATEMALA 2281

E.O. 11652: N/A  
TAGS: BEXP GT  
SUBJ: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR: CONTINUING  
IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND  
BOOTS

REF: STATE 78081

1. EMBASSY CONTACTED PROCUREMENT OFFICE OF GUATEMALAN ARMY TO  
DISCUSS PURCHASES OF BOOTS. WE LEARNED THAT ARMY HAS ITS OWN  
BOOT FACTORY BUT OCCASIONALLY BUYS BOOTS FROM OTHER SOURCES AS  
WELL. ARMY IS NOT SUBJECT TO PUBLIC BIDDING LAW AND INSTEAD  
INVITES QUOTATIONS DIRECTLY FROM COMPANIES. ALTHOUGH THEY  
FORESEE NO PURCHASES OF IMPORTED BOOTS IN NEAR FUTURE, THEY  
SAID THEY WOULD BE INTERESTED IN RECEIVING PRICE AND OTHER  
INFORMATION FROM US BOOT MANUFACTURERS. FIRMS SHOULD  
WRITE:

COL. JOSE OSCAR SANDOVAL TORRES  
JEFE 4A. SECCION  
ESTADO MAYOR DEL EJERCITO  
PALACIO NACIONAL  
GUATEMALA CITY, GUATEMALA

2. BOOTS ARE NOT PART OF REQUIRED UNIFORM OF GUATEMALAN  
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POST OFFICE, POLICE OR FIRE DEPARTMENTS. WE SEE  
LITTLE POTENTIAL HERE.

3. A VERY SMALL MARKET FOR US NON MILITARY TYPE FOOT-  
WEAR FOR HIGHEST INCOME GROUP EXISTS IN GUATEMALA.  
FIGURES FROM GUATEMALAN OFFICE OF STATISTICS SHOW US  
AS LEADING NON CENTRAL AMERICAN SOURCE OF FOOTWEAR WITH

3,742 PAIRS IMPORTED IN 1974, 2,618 IN 1975 AND 4,208  
IN 1976, HAVING A VALUE OF \$22, \$20, AND \$28,000 RES-  
PECTIVELY. SECOND LARGEST SUPPLIER BY VALUE IN 1976  
WAS JAPAN, FOLLOWED BY FRANCE, SPAIN AND ITALY. WE  
EXPECT FIGURES FOR 1977 WILL SHOW INCREASE IN IMPORTS  
FROM US BECAUSE OF GREATLY INCREASED DISPOSABLE INCOME  
DUE MOSTLY TO HIGH COFFEE PRICES. AREA OF  
GREATEST POTENTIAL IN GUATEMALA WOULD BE IN WOMEN'S  
HIGH FASHION SHOES AND BOOTS, FOLLOWED BY BABY,  
CHILDREN'S AND MEN'S FOOTWEAR. SUGGEST US MANUFAC-  
TURERS CONSIDER ADS FOR THESE LINES.  
BOSTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 apr 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978GUATEM02281  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
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**Reference:** 78 STATE 78081  
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**Review Date:** 29 mar 2005  
**Review Event:**  
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**SAS ID:** 2936420  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR: CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND BOOTS  
**TAGS:** BEXP, GT  
**To:** STATE  
**Type:** TE  
**vdkgvkey:** odbc://SAS/SAS.dbo.SAS\_Docs/139a07ac-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
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